

## Message Text

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ACTION FSI-01

INFO OCT-01 EUR-25 ISO-00 EB-11 COME-00 TRSE-00 OIC-04

INR-11 CIAE-00 NSAE-00 CIEP-02 SP-03 OMB-01 /059 W

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P 151239Z JUL 74

FM AMEMBASSY BONN

TO SECSTATE WASHDC PRIORITY 3794

UNCLAS SECTION 01 OF 02 BONN 11130

E.O. 11652: N/A

TAGS: AFSI, BEXP, GW

SUBJECT: OVERSEAS BUSINESS AND MARKETING SEMINAR, LONDON  
SEPTEMBER 29-OCTOBER 11

REF: STATE 143281

1. IN SELECTING NOMINEES FROM POSTS IN GERMANY TO ATTEND THE SUBJECT SEMINAR, WE FOLLOWED CAREFULLY THE CRITERIA OUTLINED IN THE REFTEL: ALL NOMINEES ARE HIGHLY QUALIFIED ECON/COMMERCIAL PERSONNEL, ALL HAVE A SPECIFIC NEED FOR SPECIALIZED KNOWLEDGE OF MARKETING PROBLEMS AND INTERESTS, AND ALL ARE INTERESTED IN THE SUBSTANCE OF THE COURSE. IN ADDITION, WE ADDED OUR OWN CRITERIA: THE FS NOMINEES ARE NO HIGHER IN RANK THAN O-3, THEY HAVE AT LEAST ONE FULL YEAR REMAINING AT POST, AND THEIR CURRENT WORK ASSIGNMENT INVOLVES THEM DIRECTLY AND EXTENSIVELY IN MARKETING AND TRADE PROMOTION ACTIVITIES. IN ADDITION, WE GAVE PRIORITY CONSIDERATION TO PERSONNEL FROM OUR MOST ACTIVE COMMERCIAL POSTS, DUESSELDORF AND FRANKFURT. MARKET DEVELOPMENT CONSIDERATIONS WERE ALSO FACTORS IN OUR NOMINATING PERSONNEL FROM MUNICH AND HAMBURG. FOLLOWING ARE OUR NOMINEES:

2. DUESSELDORF: FSO-4 WILLIAM P. KEASBEY. RECENTLY ARRIVED IN DUESSELDORF FOR A THREE-YEAR TOUR AS SENIOR ECON/COMMERCIAL OFFICER, KEASBEY HAS NOT HAD PREVIOUS TRAINING IN MARKETING. WE ANTICIPATE THAT HIS ABILITY TO  
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CARRY OUT HIS HEAVY RESPONSIBILITIES AT THIS KEY COMMER-

CIAL POST WILL BE CONSIDERABLY ENHANCED BY PARTICIPATION IN THE SEMINAR.

3. FRANKFURT: FSR-4 LAVONDUS R. THOMAS. AS TRADE PROMOTION OFFICER, THOMAS IS DIRECTLY AND EXTENSIVELY INVOLVED IN BOTH MARKETING AND TRADE PROMOTION ACTIVITIES AT THE US TRADE CENTER WHICH IS AN INTEGRAL PART OF THE POST'S ECON/COMMERCIAL SECTION. THOUGH THOMAS HAS HAD EXPERIENCE WITH THE DEPARTMENT OF COMMERCE IN THE MARKETING FIELD, WE BELIEVE HE WILL BENEFIT FROM THE STRUCTURED, CASE-ORIENTED APPROACH TO MARKETING PROBLEMS PROVIDED BY THE SEMINAR. WITH HIS PRACTICAL EXPERIENCE IN THIS FIELD, HE WILL BE ABLE TO MAKE A USEFUL CONTRIBUTION TO SEMINAR DISCUSSIONS. THOMAS PARTICIPATION IN THE SEMINAR IS PARTICULARLY IMPORTANT FROM THE POST'S POINT OF VIEW SINCE HE WILL PROVIDE THE PRINCIPAL CONTINUITY FOR COMMERCIAL OPERATIONS IN FRANKFURT OVER THE NEXT FEW YEARS.

4. HAMBURG: FSO-4 THOMAS R. REYNDERS. AS HEAD OF THE ECON/COMMERCIAL SECTION, REYNDERS WILL HAVE BEEN AT POST APPROXIMATELY EIGHT MONTHS, ENOUGH TIME TO HAVE GAINED AN APPRECIATION OF LOCAL MARKETING CONDITIONS. WITH WELL OVER TWO YEARS LEFT IN HIS TOUR, HE WILL BE IN A POSITION TO APPLY EXPERTISE GAINED AT THE SEMINAR TO THE PRACTICAL AND IMPORTANT TASK OF ACHIEVING THE POST'S COMMERCIAL GOALS.

5. MUNICH: FSL-2 MARGRET HUTTER. AS THE SENIOR COMMERCIAL FSL, HUTTER IS DIRECTLY ENGAGED IN TRADE PROMOTION AND MARKETING ACTIVITIES. WITH AT LEAST TEN MORE YEARS OF SERVICE AHEAD OF HER, SHE WILL BE IN A POSITION TO UTILIZE THE TRAINING SHE RECEIVES AT THE SEMINAR, AS WELL AS MAKE A SUBSTANTIAL CONTRIBUTION, BASED ON HER PRACTICAL EXPERIENCE IN THIS FIELD, TO SEMINAR PROCEEDINGS. SHE HAS ALSO CONTRIBUTED IMPORTANTLY TO THE SUCCESS OF COMMERCE'S TWO MAJOR GERMAN TRADE PROMOTION EVENTS, ELECTRONICA AND SYSTEMS, HELD ALTERNATELY EACH YEAR IN MUNICH. SHE IS CONSIDERED TO BE ONE OF THE MOST ACCOMPLISHED TRADE PROMOTION SPECIALISTS IN GERMANY.

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6. IN ADDITION TO THE FOREGOING NOMINEES, WE ARE LISTING AS ALTERNATES THE NAMES OF OTHER PERSONNEL WHO WERE PROPOSED BY CONSTITUENT POSTS:

7. FRANKFURT

A. FSL-1 KLOTHAR J. MUELLER: FOR THE PAST L5 YEARS MUELLER HAS BEEN AN ECON/COMMERCIAL ANALYST, PRI-

MARILY IN THE FIELD OF MARKETING POLICY, AND IS NOW  
SPECIFICALLY RESPONSIBLE FOR REPORTING ON CERTAIN HIGH

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PRIORITY INDUSTRY SECTORS.

B. FSL-2 HELMUT LABUSCH: LABUSCH HAS SERVED FOR  
THE PAST EIGHT YEARS AS THE ECON/COMMERCIAL SPECIALIST  
RESPONSIBLE FOR PREPARATION OF THREE MAJOR CERP REPORTS,  
AND IS CURRENTLY INVOLVED IN EXTENSIVE MARKETING AND  
TRADE PROMOTION ACTIVITIES.

C. FSL-3 FELICITAS PHILIPSEN: DEVELOPMENT OF  
TRADE OPPORTUNITIES, MARKETING ADVISOR TO VISITING AMERI-  
CAN AND GERMAN BUSINESSMEN, AND HEAD OF THE COMMERCIAL  
LIBRARY (THE BUSIEST IN GERMANY) ARE PHILIPSEN'S PRIMARY  
RESPONSIBILITIES. SHE HAS A BA DEGREE FROM WELLESLEY  
COLLEGE IN THE US

8. HAMBURG

A. FSL-3 EBERHARD LEIBING: AS A COMMERCIAL  
SPECIALIST, LEIBING HAS CONCENTRATED ON TRADE PROMOTION  
DURING THE PAST FOUR YEARS, AND IS NOW CONSIDERED A KEY  
FACTOR IN HAMBURG'S COMMERCIAL ACTIVITIES.

9. BERLIN

A. FSO-3 WARREN SLATER: DUE TO ARRIVE IN BERLIN  
IN AUGUST, SLATER WILL BE CHIEF OF THE ECON/COMMERCIAL  
SECTION AND WOULD BENEFIT FROM THE SEMINAR'S EMPHASIS ON  
MARKETING IN THE EC.  
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B. FSL-3 MICHAEL BUCHEN: SINCE 1973, BUCHEN HAS  
WORKED ON A WIDE VARIETY OF ECONOMIC AND COMMERCIAL TASKS  
AND SHOWS CONSIDERABLE PROMISE AS A COMMERCIAL SPECIAL-  
IST. YOUNG AND ENTHUSIASTIC, HE WOULD BENEFIT FROM THE  
SEMINAR WHERE HE WOULD BE ABLE TO APPLY HIS ACADEMIC  
BACKGROUND IN ECONOMICS.

10. STUTTGART

A. FSL-2 KARL W. TIETZ: TIETZ IS THE POST'S  
SENIOR COMMERCIAL ANALYST, ACTIVELY ENGAGED IN A WIDE  
RANGE OF TRADE PROMOTION AND MARKETING ACTIVITIES.  
EXPERIENCED, BILINGUAL AND ARTICULATE HE WOULD BOTH  
BENEFIT FROM AND CONTRIBUTE TO THE SUCCESS OF THE  
SEMINAR.  
HILLENBRAND

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